

DOE Zero Energy Ready Home

Tech Training Webinar Series

U.S. DEPARTMENT OF
ENERGY

Energy Efficiency &
Renewable Energy



High-Performance Home Sales Training Part II



The Home of the Future....Today

U.S. DEPARTMENT OF
ENERGY

Energy Efficiency &
Renewable Energy





Part I Review

- Context
- Concepts
- Skills
- Tools
- Practice

Level 1: Unconsciously Incompetent

Level 2: Consciously Incompetent

Level 3: Consciously Competent

Level 4: Unconsciously Competent

ZERH Sales Training: Part I

Part I

Context: Hard Trends Pointing to Zero

Concepts

Skills

Tools

Practice

**Knowledge
Matters**

Product
Expertise

Building America
Solution Center

Customized Field
Kits for Your
Home/Models

ZERH Sales Training: Part II

Part I

Context: Hard Trends Pointing to Zero

Concepts

Skills

Tools

Practice

Knowledge Matters

Product Expertise

Building America Solution Center

Customized Field Kits for Your Home/Models

Words Matter

Translate Jargon into Value

Building Science Translator

Power Word Fact Sheets for Your Home/ Models

Part II

ZERH Sales Training: Part II

Part I

Context: Hard Trends Pointing to Zero

Concepts

Skills

Tools

Practice

Knowledge Matters

Product Expertise

Building America Solution Center

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Questions Matter

Uncover Needs

Value Questions

Role Play with Colleagues

Part II

ZERH Sales Training: Part II

Part I

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Role Play with Colleagues

Clarity Matters

Create Contrast

Comparison Bars/ Experiences

Point-of-Sale Comparison Bars, Experiences

Part II

ZERH Sales Training: Part II

Part I	Context: Hard Trends Pointing to Zero			
	Concepts	Skills	Tools	Practice
	Knowledge Matters	Product Expertise	Building America Solution Center	Customize Field Kits for Your Home/Models
Part II	Words Matter	Translate Jargon into Value	Building Science Translator	Power Word Fact Sheets for Your Home/ Models
	Questions Matter	Uncover Needs	Value Questions	Role Play with Colleagues
	Clarity Matters	Create Contrast	Comparison Bars/ Experiences	Point-of-Sale Comparison Bars, Experiences
	Process Matters	Translate Relevant Value in ≤45 Seconds	5-Step Process	Role-Play with Colleagues

Three Hard Trends

Performance
Risk

Differentiation
Opportunity

Innovation
Imperative

Zero Energy Ready Home Spec

Risk

Differentiation

Innovation



Advanced Enclosure

Risk Management:

Optimized Comfort System
Complete Water Protection
Comprehensive IAQ System

Differentiation:

Optimized Enclosure
Efficient Components
Solar Ready Construction

Performance

Differentiation

Innovation

BY JANN SWANSON

Real Estate Web Searches Climb 253% in Four Years as 90% of Homebuyers Use Internet as Primary Research

Jan 7 2013, 3:50PM

Text 

Home-shopping consumers are not only exponentially increasing their **reliance on the Internet** but are also developing distinct patterns for using it in their housing searches. **Google** and the **National Association of**

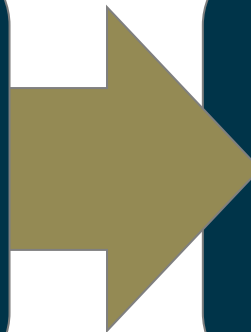
Performance

Differentiation

Innovation

Information
Asymmetry:

**Caveat
Emptor**



Information
Parity:

**Caveat
Venditor**



Knowledge Matters

- Online/Mobile App Tool
- Fast, Free and Reliable Knowledge.
- Quick Access to Specification Content:
 - Zero Energy Ready Home
 - ENERGY STAR Certified Homes
 - Indoor AirPLUS
 - Water Sense programs
- Guidance:
 - Specify
 - Install
 - Precedence

Building America Solution Center

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Enter your keyword

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The Building America Solution Center provides access to expert information on hundreds of high-performance construction topics, including air sealing and insulation, HVAC components, windows, indoor air quality, and much more. Click on the links below to explore the Solution Center.



As a community driven tool, we welcome your [comments](#) on how to continuously improve the Solution Center. If you are interested in submitting content, please become a [registered user](#) and see the [criteria for submissions](#).

THANK YOU! Li Ling Young for providing substantive comments on window flashing leading to improvements to Solution Center content.

RECENTLY ADDED/UPDATED GUIDES

[Ventilation Air Inlet Locations](#)

Last Updated: January 6, 2015

[Reduce Pest Intrusion](#)

Last Updated: January 5, 2015

[Air Sealing Attached Garage](#)

Last Updated: December 29, 2014

[More Guides](#)

RECENTLY ADDED CONTENT

[Right – Apply sealant around penetrations through foundation walls and along foundation wall seams](#)

Image Posted: January, 2015

[Evaluation of Ventilation Strategies in New Construction Multifamily Buildings](#)

Reference Posted: January, 2015

[Code Notes: Whole-House Mechanical Ventilation](#)

Reference Posted: January, 2015



Ducts Buried in Attic Insulation

Please [Register](#) or [Login](#) to Provide Feedback.



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[PDF version](#)

Scope

Description

Ensuring Success

Climate

Training

CAD

Compliance

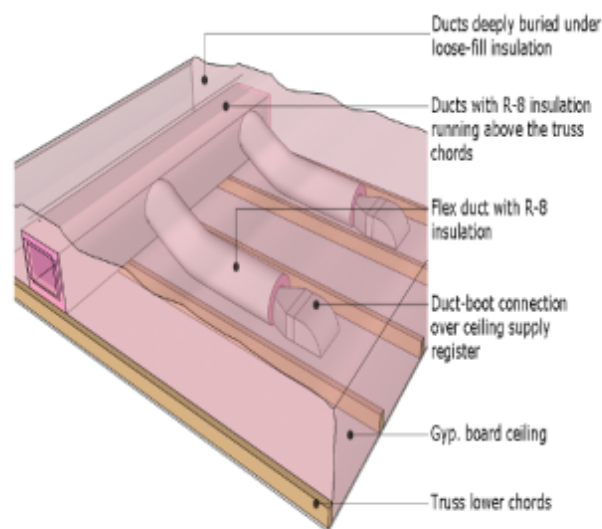
More Info.

Scope

Buried ducts are installed in unconditioned attics. Ducts are installed in contact with the ceiling and/or truss lower chords. Loose-fill insulation is installed at the ceiling plane, covering the ductwork. This insulation serves as ceiling insulation and additional insulation for ductwork. The figure to the right provides a diagram of a finished buried duct installation. Buried Ducts should not be installed in moist and marine climate zones.

1. Install ductwork in direct contact with the ceiling and/or truss lower chords.
2. Mastic-seal all duct connections.
3. Test total duct leakage.
4. Install loose-fill ceiling insulation.

See [Encapsulated Ducts](#) and [Ducts Buried in Attic Insulation & Encapsulated](#) for more information.



Last Updated: 05/12/2014

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San Francisco Challenge Home Project #1



Guides



[Cantilevered Floor](#)



[Step and Kick-Out Flashing at Roof-Wall Intersections](#)



[Double Walls](#)



[Heavy Membranes at Valley and Roof Deck Penetrations](#)



[Bathroom Fan Ratings](#)

MY FIELD KITS

[North Portland Residential](#)

12 items

[General Air Sealing Guidance](#)

4 items

[San Francisco Challenge Home Project #1](#)

12 items

[New Field Kit](#)

- Register as a BASC User.
- Compile a list of home performance measures for each specific home or model to be sold.
- Create a 'My Field Kit' for each home or model, and populate with 'BASC Guides' for each measure.
- Print Guides and compile in a binder or save them in a digital format.
- Study the package of measure Guides every week until you achieve Level 4 knowledge on your product.



Part II



Words Matter

Words Matter

It's really difficult to sell...

Patagonian **Toothfish**

It's much easier to sell an...

Chilean Sea Bass

It's difficult to rally public opinion against an...

Estate Tax

It's much easier to rally public opinion against a...

Death Tax

It's really difficult to sell an...

Energy **Audit**

It's much easier to sell an...

Energy **Check-up**

It's really difficult to sell a...

Transfer Grill



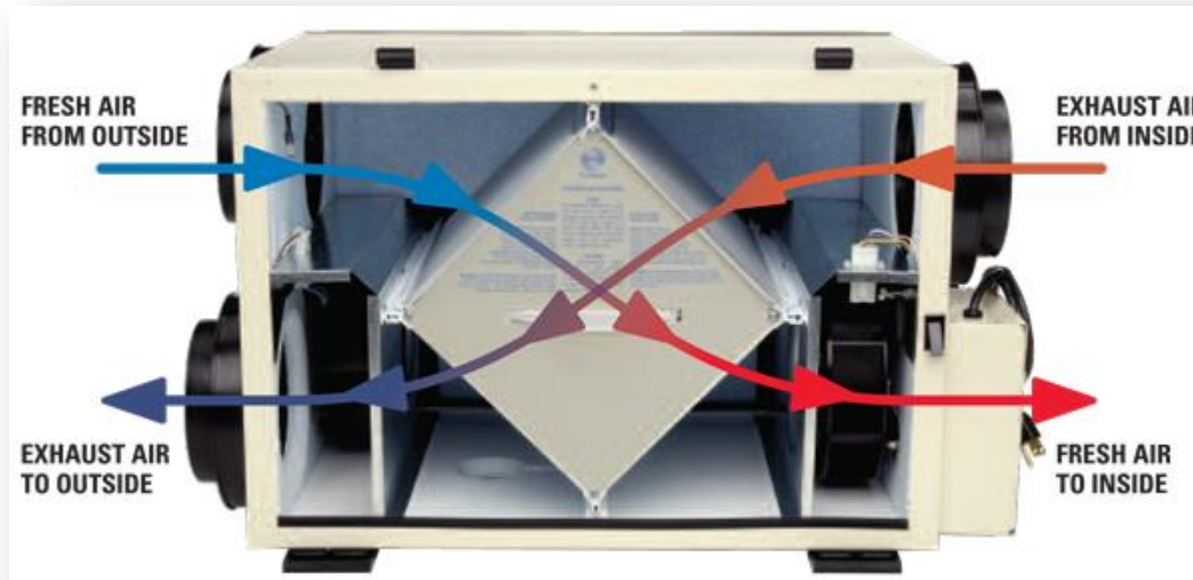
It's much easier to sell a...

Comfort Vent



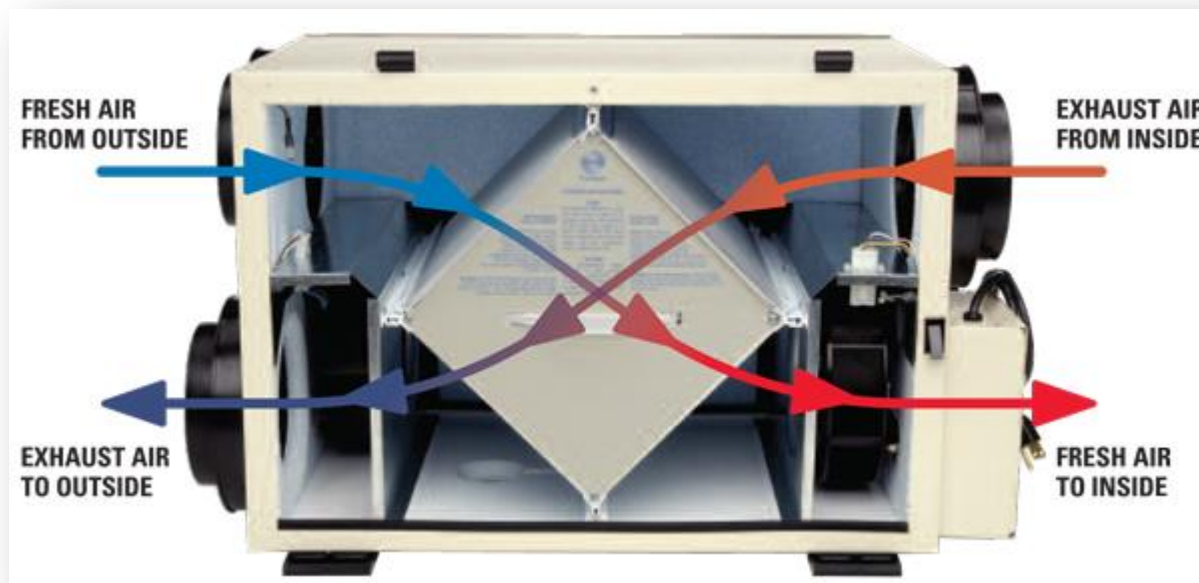
It's really difficult to sell a...

Ventilation System



It's much easier to sell a...

Fresh-Air System



It's hard to sell the...

Technical Function

It's much easier to set the...

Customer Experience

It's difference between...

Technical Jargon

and a

Language of 'Value'

HVAC System = Comfort System = Heating + Cooling + RH Control

- HVAC System = Comfort System
- HVAC Equipment = Comfort Equipment
- HVAC Ducts = Comfort Delivery System
- HVAC Terminals = Comfort Outlets
- HVAC Pressure Balancing = Comfort Balancing
- HVAC Transfer Grill = Comfort Vent
- HVAC Thermostat = Comfort Control System

High-Performance = Enhanced Efficiency + Ensured Quality Installation

- High-Performance Window
- High-Performance Insulation
- High-Performance Comfort System

Enhanced Efficiency:

High-Efficiency = $\sim 15\% >$ code/standard

Ultra-Efficient = $\sim 50\% >$ code/standard

- High-Efficiency vs. Ultra-Efficient Insulation
- High-Efficiency vs. Ultra-Efficient Window
- High-Efficiency vs. Ultra-Efficient Refrigerator

Ensured Quality Installation =

Professionally Installed =

compliant with industry and manufacturer standards

- Professionally-Installed Insulation
- Professionally-Installed Window
- Professionally-Installed Comfort System
- Professionally-Installed Comfort Delivery System

Alternate Terms:

Develop alternate terms for each measure that speak to multitude of consumer experiences to enhance ability to communicate value.

Low-E Window Becomes:

- Efficiency: ***High- or Ultra-Efficient Window***
- Comfort: ***Enhanced Comfort Window***
- Healthful Environment: ***Quiet Window***
- Advanced: ***Advanced Window Technology***
- Durability: ***Sun Protection Window***

Building Science Translator

‘Race to Zero’

Guidelines

Translator

Building America Building Science Translator – Page 1a

Building Science Measure	New Building Science Terminology	Alternate Terms					
		Lives Better		Works Better		Lasts Better	
		Engineered Comfort	Healthful Environment	Ultra-Efficient	Advanced Technology	Quality Built	Enhanced Durability
High-Performance Thermal Enclosure	High-Performance Thermal Enclosure	Enhanced Comfort Enclosure	Moisture Managed Enclosure	High-Efficiency Enclosure	Advanced Enclosure Technology	Professionally-Installed Thermal Enclosure	Low-Maintenance Enclosure
High-Performance Window System	High-Performance Window System	Enhanced Comfort Window System	Quiet Window System	High-Efficiency or Ultra-Efficient Window System	Advanced Window System Technology	Professionally-Installed Window System	Enhanced Durability Window System
High-R Window	High-Efficiency Window	Enhanced Comfort Window	Quiet Window	High-Efficiency or Ultra-Efficient Window	Advanced Window Technology		Sun Protection Window
Weather-Protected Window	Professionally-Installed Window	Draft-Free Window Installation	Moisture Managed Window Installation	Energy-Saving Window Installation	Advanced Window Installation	Professionally-Installed Window	Weather-Protected Window Installation
High-Performance Insulation System	High-Performance Insulation System	Enhanced Comfort Insulation System	Enhanced Quiet Insulation System	High-Efficiency or Ultra-Efficient Insulation System	Advanced Insulation System	Professionally-Installed Insulation System	Next-Gen Insulation System
High-R Insulation	High-Efficiency or Ultra-Efficient Insulation	Enhanced Comfort Insulation	Enhanced Quiet Insulation	High-Efficiency or Ultra-Efficient Insulation	Advanced Insulation Technology		
High-R Wall Insulation	High-Efficiency or Ultra-Efficient Wall Insulation	Enhanced Comfort Wall Insulation	Enhanced Quiet Wall Insulation	High-Efficiency or Ultra-Efficient Wall Insulation	Advanced Wall Insulation		
High-R Floor Insulation	High-Efficiency or Ultra-Efficient Floor Insulation	Enhanced Comfort Floor Insulation	Enhanced Quiet Floor Insulation	High-Efficiency or Ultra-Efficient Floor Insulation	Advanced Floor Insulation		
High-R Attic Insulation	High-Efficiency or Ultra-Efficient Attic Insulation	Enhanced Comfort Attic Insulation	Enhanced Quiet Ceiling Insulation	High-Efficiency or Ultra-Efficient Attic Insulation	Advanced Attic Insulation		
High-R Foundation Insulation	High-Efficiency or Ultra-Efficient Foundation Insulation	Enhanced Comfort Foundation Insulation	Enhanced Quiet Foundation Insulation	High-Efficiency or Ultra-Efficient Foundation Insulation	Advanced Foundation Insulation		
Insulation Quality Installation	Premium-Installed Insulation	Enhanced Comfort Insulation Installation	Enhanced Quiet Insulation Installation	Energy Saving Insulation Installation	Advanced Insulation Installation Practices	Professionally-Installed Insulation	Moisture Control Insulation Installation
Fully Aligned Air Barriers	Whole-House Draft Barrier	Whole-House Draft Barrier	Air Contaminant Barrier	Energy Saving Air Barrier	Advanced Air Barrier Technology	Professionally-Installed Draft Barrier	Moisture Control Air Barrier



Garson Homes
Healthful Environment





Fresh Air:

- Supply Fresh Air System
- Odor and Moisture Control Fans
- High-Capture Filtration Technology

Quiet:

- Quiet Window Technology
- Quiet Wall Technology

Moisture Control:

- Dry-by-Design Construction
- Moisture Control System – Whole House
- Moisture Controlled Comfort System
- Moisture Controlled Windows
- Moisture Controlled Lower Level

Pest Control:

- Bug Control Barrier
- Pest Screened Home

Outdoor Contaminant Control:

- Contaminant Sealed Construction
- Contaminant Sealed Comfort Delivery
- Dust and Pollen Barrier
- Radon Controlled Home

Chemical Control:

- Formaldehyde Controlled Home
- VOC Controlled Home

Fume Control:

- Carbon Monoxide Controlled Equipment
- Carbon Monoxide Controlled Fireplace
- Fume Controlled Garage

BASC Sales Tool Coming Soon

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Transfer Grills

Power Word landing page with intro text and any other description desired. Power Word slide will display on the page, within the BASC interface. The PDF/Print option will be available , along with Field Kit functionality

[Feedback](#)

 [Belongs to 0 Field Kits](#)

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BUILDING SCIENCE-TO-SALES TRANSLATOR

Transfer Grill = Comfort Vent



TECHNICAL DESCRIPTION

Most new homes only have a central return. When doors are closed, conditioned bedroom air cannot flow adequately to the central return which can block air flow from the ducts. This can compromise comfort and pressurize the room so warm humid air is driven into wall assemblies for added risk of moisture damage. Transfer Grills are a through-wall vent sized to allow adequate flow of air to the hallway central return while also including baffles for sound and visual privacy.

RELATED BUILDING SCIENCE MEASURES

- [Jump Duct](#)
- [Pressure Balancing](#)
- [HVAC Room-by-Room Return Ducts](#)

COMFORT VENT SALES MESSAGE



Comfort vents at each bedroom ensure a continuous flow of heating and cooling even when the doors are closed. What this means to you is that you will no longer have to compromise comfort when you keep your bedroom doors closed. Wouldn't you agree bedroom doors shouldn't have to kept open to maintain comfort?

MY FIELD KITS

[North Portland Residential](#)

12 items

[General Air Sealing Guidance](#)

4 items

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 [New Field Kit](#)

Building Science Translator Homepage

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Building Science Translator



Housing industry leaders today are successfully building and selling high-performance new and existing homes. This includes DOE Challenge Home, ENERGY STAR for Homes, numerous green building programs, and performance-focused remodeling projects through Home Performance with ENERGY STAR contractors. However, many are frustrated that the transaction process fails to recognize the value associated with lower cost of ownership, greater comfort, improved health, ensured combustion safety, and more durability.



Create Sales Tools

▶ Engineered Comfort

▶ Healthful Environment

▶ Ultra-Efficient

▶ Advanced Technology

▶ Quality Built

▶ Enhanced Durability

Navigation page will include filters allowing the user to filter out content based on building science measures

FILTER BY BUILDING SCIENCE MEASURE

[Thermal Enclosure](#)
[High-Performance HVAC System](#)
[Efficient Components](#)
[Indoor Environment System](#)
[Water Management](#)
[Disaster Resistance](#)
[Water Efficiency](#)
[Passive Solar](#)
[Solar Ready Home](#)
[Whole-House Solutions](#)
[Home Commissioning](#)

Primary categories will be organized by “Sales Theme” (see alternate terms of BST master matrix)

Building America Solution Center

[Solution Center Home](#)

[Help](#)

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PDF/Print and
Field Kit
functionality

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▶ Healthful Environment

▶ Ultra-Efficient

▶ Advanced Technology

▶ Quality Built

▶ Enhanced Durability

From the BST homepage, users can opt to create customized content immediately, without browsing through the tool.

FILTER BY BUILDING SCIENCE MEASURE

[Thermal Enclosure](#)
[High-Performance HVAC System](#)
[Efficient Components](#)
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[Water Management](#)
[Disaster Resistance](#)
[Water Efficiency](#)
[Passive Solar](#)
[Solar Ready Home](#)
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[Home Commissioning](#)

Customizable Point-of-Sale Material

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Garson Homes Enhanced Durability



Low-Maintenance Enclosure

- Enhanced Durability Window System
- Sun Protection Window Glazing
- Next-Gen Insulation System
- Moisture Control Air Barrier
- Moisture Control Insulation Blanket
- Moisture Sealed Construction

Whole-House Water Protection

- Foundation Water Barrier System
- Anti-Clog Foundation Drain
- Wall Water Barrier System
- Window Water Barrier
- Roof Water Barrier System
- Interior Moisture Control Materials

Low-Maintenance Comfort System

- Extended-Life Comfort System
- Moisture Control Duct Sealing
- Moisture Control Comfort Balancing

Enhanced Durability Components

- Ultra-Low Maintenance Lighting
- Reduced Wear Clothes Washer

Disaster Resistant Home

- Wind Resistant Home
- Hurricane Resistant Home
- Termite Detection System
- Termite Resistant Home

System
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Blanket
Carrier

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Water Barrier
Water Barrier

Delivery Ducts
Diagnostics

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- Get List of Measures for your Home/Model
- Find Building Science Translator Glossary on Zero Energy Ready Home web site
- Print out Glossary
- Highlight all measures from Home/Model in the Glossary
- Prepare Value Sheets Manually for Home/Model
- Study Glossary and learn 'Power Words'
- Practice replacing technical jargon with 'Power Words' every week until Level 4 skill.
- Take BASC Sales Tool training in June



Questions Matter

Ask more Questions...

Ask: “Is it OK if I ask you a few questions so I can...”

Learn to Listen more...

Ask Follow-up Questions to Solve the Mystery...

Emotions of what they value most
How they live in their home

Questions Need to be... Easy to answer
Interesting to the customer
Encouraging to talk – about
problems, desires

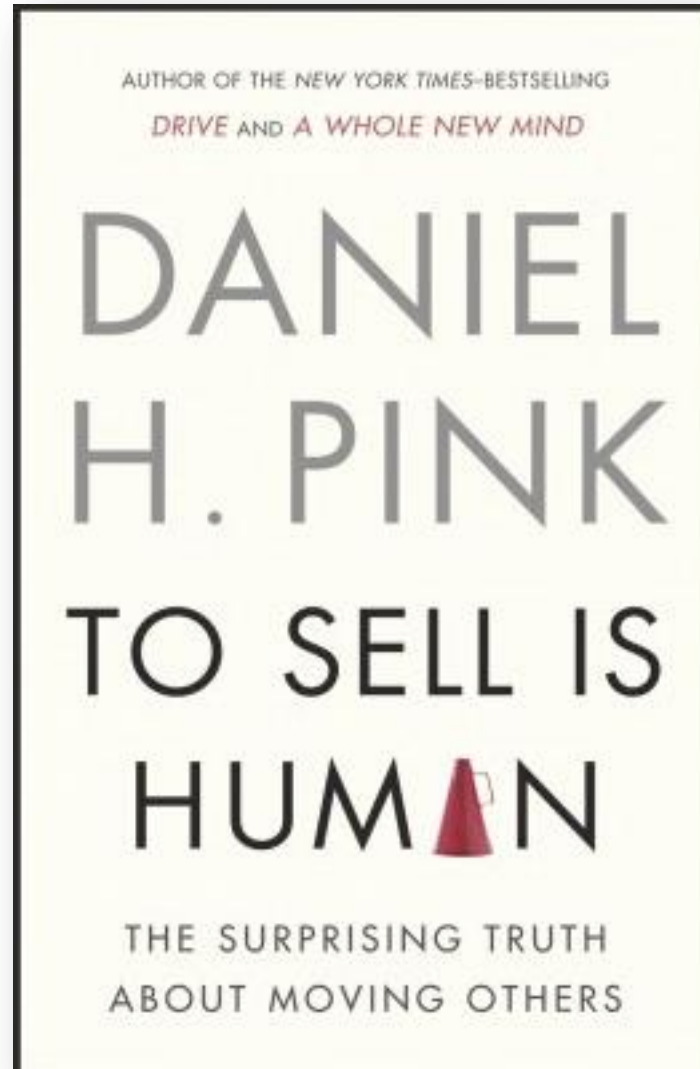
Remember the... 90/10 Rule

- What do you like least living in your existing home or apartment?
- What do you like most living in your existing home or apartment?
- Why are you shopping for a new home?
- How do you envision living in your next new home?
- Do you have any concerns or special needs for any family members selecting a new home?
- Do you have any 'must-have' features?

- Practice developing questions that can uncover your homebuyers needs.
- Find a practice partner at your company who you don't know very well.
- Set up situation where partner is hypothetically looking for a new home and practice asking questions to uncover needs.
- Based on response to questions, identify up to three critical needs matched to ZERH value.
- Practice every week until Level 4 skill.

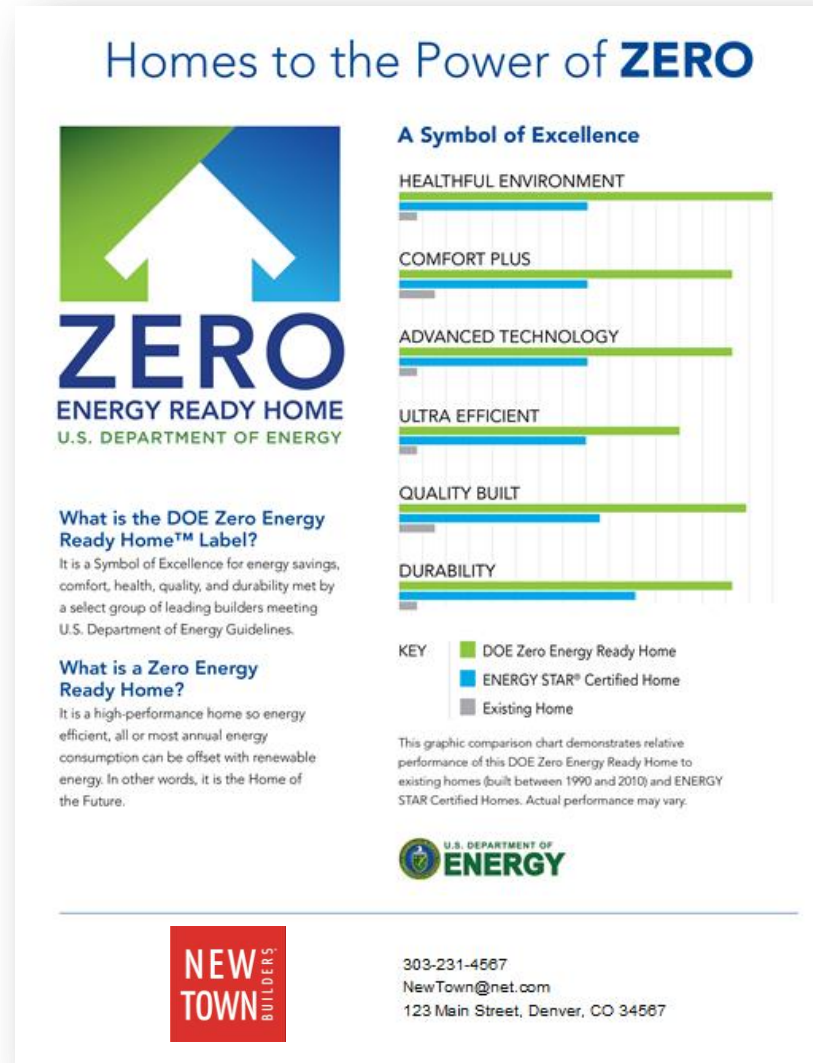


Clarity Matters



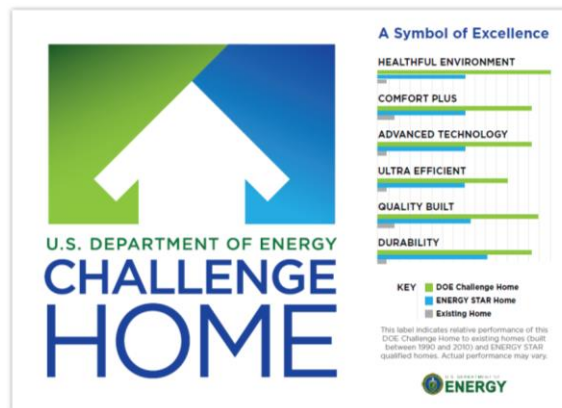
Clarity depends on contrast.

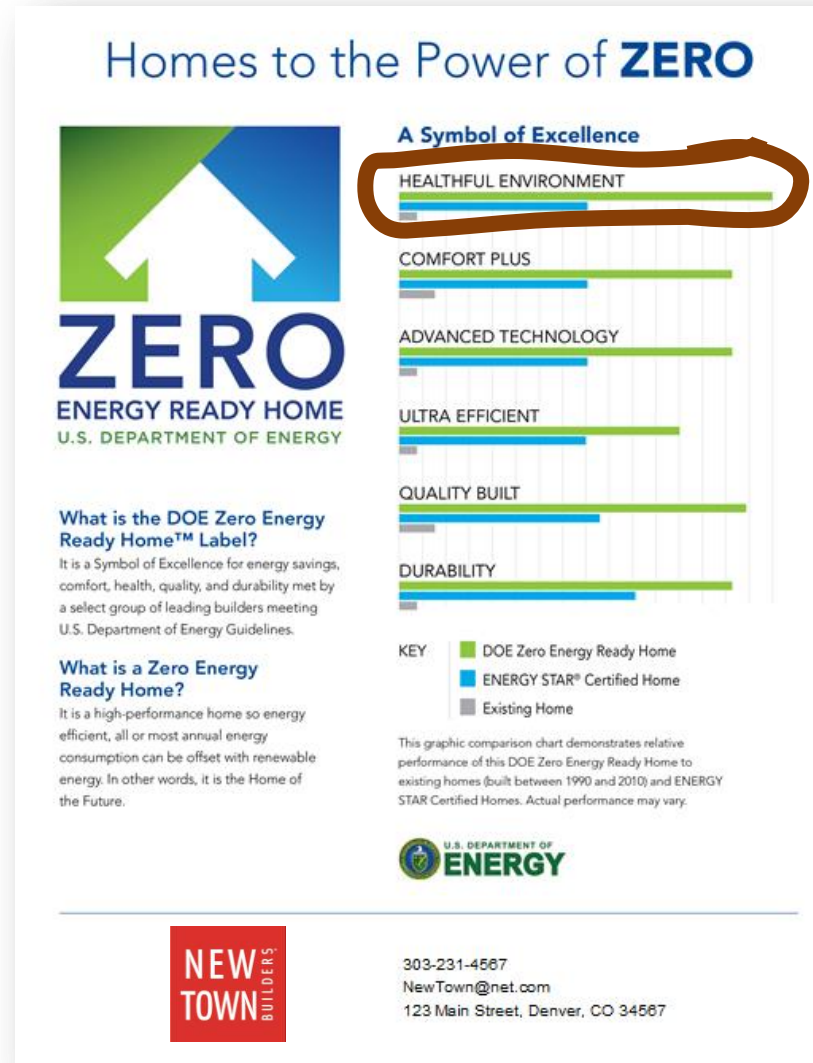
We often understand something better
when we see it in comparison
with something else
than when we see it in isolation.



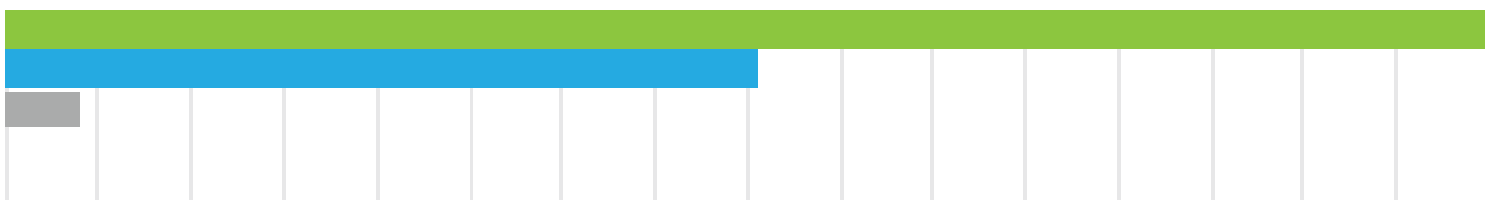
DOE Challenge Home Label Methodology

October 2012





HEALTHFUL ENVIRONMENT



- KEY**
- DOE Zero Energy Ready Home
 - ENERGY STAR Home
 - Existing Home

This label indicates relative performance of this DOE Zero Energy Ready Home to existing homes (built between 1990 and 2010) and ENERGY STAR qualified homes. Actual performance may vary.



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Consistent Clarity: ZERH Brochure

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Front Cover



Inside Spread



Flap

Back Cover

People retain 10% of what they hear,
And 90% of what they experience...

Experiences Matter.

Experiences That Dramatize Contrast
Matter More.

Contrast: Price/Location vs. Zero

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**My power bill is \$5.
What's yours?**

- Heather Robbins, Garbett Homeowner

garbettHOMES.com
Now you're living.

ZERO
ENERGY READY HOME
U.S. DEPARTMENT OF ENERGY

Contrast: Your Bill vs. Zero

U.S. DEPARTMENT OF
ENERGY

Energy Efficiency &
Renewable Energy

de young properties®

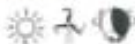


"My Cool Mom's August Electric Bill Was **\$-57.97!**
What Was Yours?"

- **Ali Domino**
Resident of a De Young
Net Zero **EnergySmart™** Home



PACIFIC GAS AND ELECTRIC COMPANY
NET ENERGY MEETING ELECTRIC STATEMENT
Service Dates July 14, 2013 to August 13, 2013
*Usage period from Jan. 2013 to Mar. 2013



Ali and her mother Leah are enjoying the savings and comfort of their De Young Net Zero **EnergySmart™** home. De Young homes,

Contrast: Inhaler vs. No Inhaler

Performance

Differentiation

Innovation

“Our daughter couldn’t breathe without discomfort for years. Within two months of moving into our new KB Home

**we threw
away the
inhaler.
That was
priceless!”**

Charley and Mary Jones,
KB homeowner



Contrast: \$0 Savings vs. \$90+K

U.S. DEPARTMENT OF
ENERGY

Energy Efficiency &
Renewable Energy

The Power of
ZERO
Energy Expenses
means **\$260**
in your pocket
every month

MAYBE
SAVE FOR
COLLEGE
TUITION

Can a home really
save you money?

Think you'll spend 20
years in your next home?
Think what you could do
with the savings...

Are you concerned about
the cost of maintaining
multiple vehicles?

Means **\$93,600**
saved over the
life of your mortgage

Designed for TOMORROW,
affordable NOW.

Contrast: Air Flow vs. No Air Flow



Contrast: New vs. Obsolescence



Contrast: Excessive Noise vs. Quiet

U.S. DEPARTMENT OF
ENERGY

Energy Efficiency &
Renewable Energy



Contrast: Indoor vs. Outdoor Comfort

U.S. DEPARTMENT OF
ENERGY

Energy Efficiency &
Renewable Energy



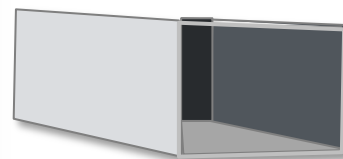
Them

vs.

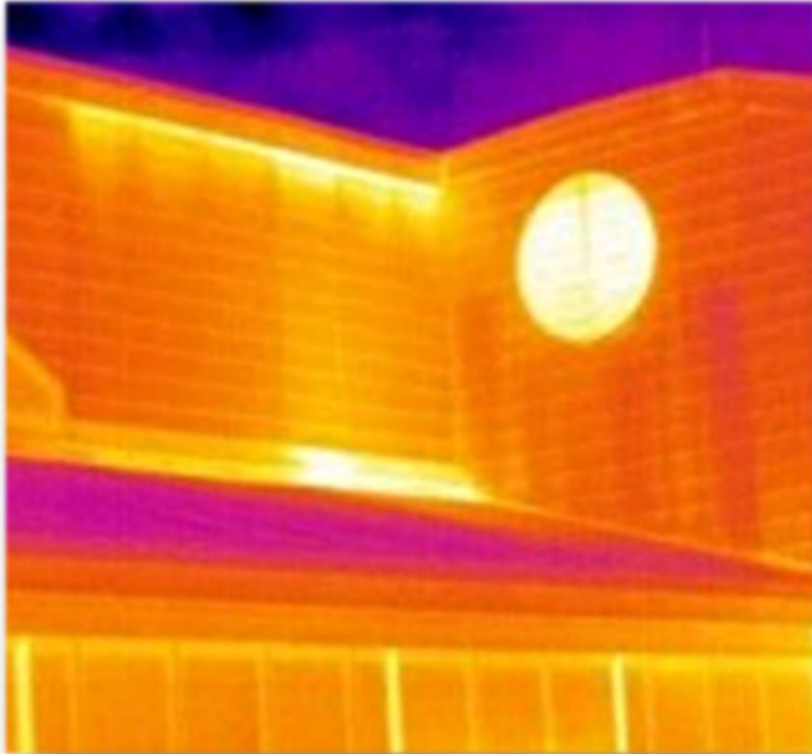


Us

Contrast: Cooling Duct in Oven



Contrast: Excessive vs. No Defects



Used Homes



Our New Homes

Contrast: Good vs. Bad Protection



Brand 'X'
Water Protection



Advanced
Water Protection

Contrast: Dry vs. Wet Basement



Contrast: Ours vs. Them



Garson Homes Enhanced Durability



Low-Maintenance Enclosure

- Enhanced Durability Window System
- Sun Protection Window Glazing
- Next-Gen Insulation System
- Moisture Control Air Barrier
- Moisture Control Insulation Blanket
- Moisture Sealed Construction

Whole-House Water Protection

- Foundation Water Barrier System
- Anti-Clog Foundation Drain
- Wall Water Barrier System
- Window Water Barrier
- Roof Water Barrier System
- Interior Moisture Control Materials

Low-Maintenance Comfort System

- Extended-Life Comfort System
- Moisture Control Duct Sealing
- Moisture Control Comfort Balancing

Enhanced Durability Components

- Ultra-Low Maintenance Lighting
- Reduced Wear Clothes Washer

Disaster Resistant Home

- Wind Resistant Home
- Hurricane Resistant Home
- Termite Detection System
- Termite Resistant Home

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Blanket
Carrier

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Water Barrier
Water Barrier

Delivery Ducts
Diagnostics

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- Prepare ZERH point-of-sale fact sheet for your home or models.
- Practice presenting comparison bars clearly and succinctly with colleague, family or friends every week until Level 4 skill.
- Develop POS 'experiences' for key measures.
- Practice presenting experiences every week until Level 4 skill.



Process Matters

5-Step, 45 Second Sales Process

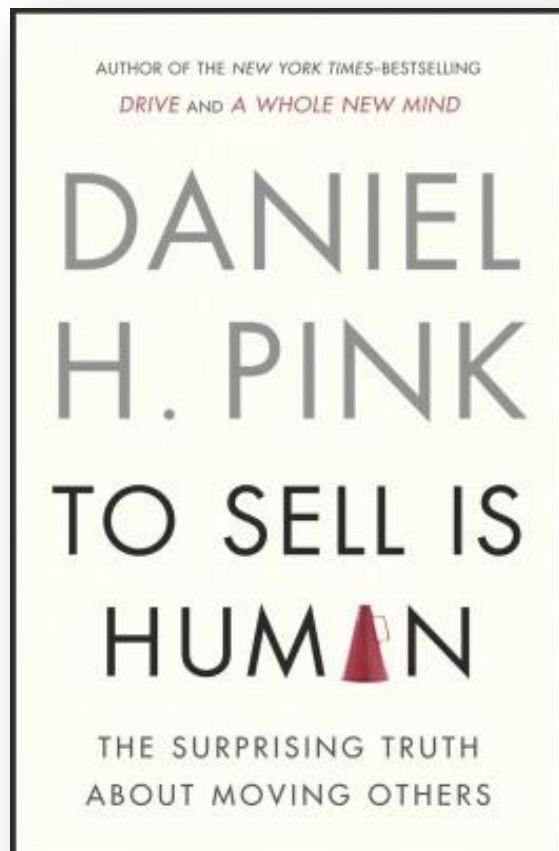


How many features/benefits can the typical buyer hear?

- Find a practice partner at your company.
- Set up practice where partner is hypothetically looking for a new home and practice asking questions to uncover needs.
- Based on response to questions, identify three to five critical needs matched to ZERH value.
- Deliver five-step, 45-second sales presentation using power words, knowledge and experiences.
- Make sure to finish with 'mini-close' question.
- Practice every week until Level 4 skill.



The Future of Sales



Two questions at the core of genuine service:

1. If the person you're selling to agrees to buy, will his or her life improve?
2. When your interaction is over, will the world be a better place than when you began?

Website

- www.buildings.energy.gov/zero/
- Events:
 - Upcoming in-person ZERH Trainings
 - Technical Training webinars
 - Conference Presentations
- Partner Locator
- Program Specifications
- Webinar Recordings



Building America Solution Center

- <http://basc.pnnl.gov/>

Thank You



For More Information:

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